



Project PSA

Lesson 1

This is Your Brain...

Intro to PSA / Writing

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Solid Waste & Recycling Curriculum

Project PSA

Lesson 1

Teaching Strategies

This is Your Brain...

Intro to PSA / Writing

Teaching Strategies

Small Group Discussion

The small group work is effective for all levels of learners. The discussion of the broad topics will allow all students to participate. It will also allow individual students to hear another classmate's ideas in a more relaxed setting (they will not be afraid of sharing information).

Rubrics

The use of a detailed rubric will allow the students to understand exactly what they are being asked to do. In this lesson, there is one rubric that can be applied to all three writing options.

The rubric will allow the instructor to easily grade the student's work. For more advanced classes, the instructor may want the students to grade their own work.

Lecture

This strategy is effective for all levels of learners.

During the lecture, an alternative may be to use the overhead (use student worksheet as a transparency)

Worksheets

Worksheets are provided to guide the students through the lesson. The lead teacher may prefer the students to take their own notes.

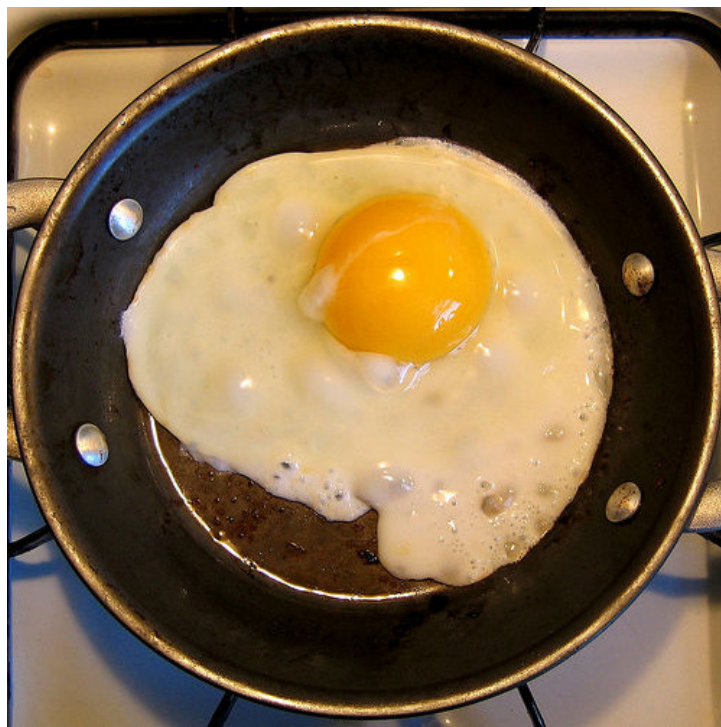
For below level learners and special ed, the teacher may consider having the worksheets filled out for these students. This would be done before class by the teacher or by having an advanced student help.

Tip: The student worksheet can be made as a transparency for group discussion.

Lesson Time:
60 minutes

This is Your Brain...

Public Service Announcements



Objective

Students will apply information acquired in previous class periods to write a public service announcement.

Materials Needed

30	Single subject notebooks
6	Dry erase markers
1	White board
1	Television set
1	DVD player
2	Example PSA DVD from curriculum

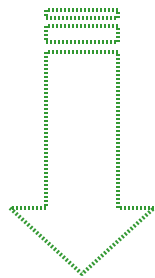
Anticipatory Set

Write the lesson objectives on the white board.

Discuss with the students what the objectives of the lessons are.

Objective: You will apply information acquired in previous class periods to write a public service announcement.

Distribute handouts (or workbooks).



Introduction:

“We are now going to take all of the knowledge we have gained in this class and use it to create public service announcements. Let’s start today by discussing what a public service announcement is...and what I am going to expect from you.”

Modeling / Guided Practice

1. Discuss what a public service announcement is.
(See support document)
2. Discuss the basic writing guidelines and the key points in their writing.
(See support document)
3. Discuss the rubric that will be used for assessment.
(See support document)
4. Using the DVD player and the television set, show the students a few of the public service announcements. (Be sure to show Steel Can Thief.)
5. Divide the class into 7 groups.
6. Assign each group a subject for writing the PSA.
7. If there is time, have the students form their groups to begin brainstorming.

Closure:

1. Stress the use of the rubric.
2. Tell the students they will continue work next time.
3. Deadline is the beginning of Lesson 4

Independent Practice

1. Not applicable.



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Support Document

This is Your Brain...

Public Service Announcements

Public Service Announcement

A public service announcement resembles a television commercial at first glance, but differs in a number of ways.

One way a PSA is different is it is used to promote the idea or agenda of a non-profit organization. The goal is not to sell a product.

We are going to use our PSAs as a call to action for the community to recycle.

Basic Writing Guidelines

Have the students write for a 30 second spot. (After editing and effects the announcement will probably be between 45 seconds and 75 seconds.)

For a 30 second spot have the students limit the number of words to 60 - 75.

The PSA must have the following:

“Brought to you by (lead teacher’s class).”

“Brought to you by NDEP.”

A hook.

One or two facts about the assigned recycling subject.

Key Points in Writing

Language should be simple and vivid.

Contain a call to action.

Contain a hook.

A hook is a phrase that is used to help the public remember the message you are trying to get across.

Examples are:

“This is your brain. This is your brain on drugs. Any Questions?”

“A mind is a terrible thing to waste.”

“You could learn a lot from a dummy.”

The students should only focus on one or two facts about their subject.

The script should contain:

Subject


Hook

Cast

Props

Dialog + stage direction

Check the facts the students use!



Subjects to assign

Landfills
Product Packaging
Composting
Paper Recycling
Plastic Recycling
Aluminum / Steel Recycling
Glass Recycling



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Support Document

This is Your Brain...

Public Service Announcements

EXAMPLE

Steel Can Thief

Subject:

Aluminum / Steel Recycling

Hook:

You want to be hip? You want to get real? Remember to recycle your aluminum and steel.

Cast:

Tony – Super Hero
John – Steel Can Thief
Sierra – Store Clerk
Christopher – Recycling Officer

Costumes and props:

Sierra: apron, nametag, steel cans
Chris: mustache, hat, badge
John: bandana, beanie, sweater
Tony: cape, yellow recycling bin

Script:

Sierra: (At clerk's table) (Chris walks up) (Sierra scans item)
"That will be \$3.50"

Chris: (Pays for items, collects them, and moves off screen)

John: (Runs in from off screen to the clerk's table)
"Give me that steel!"
(Grabs a steel can and runs off screen toward the camera)

Sierra: (Visibly upset)

Tony: (Dramatic entrance in super hero cape)
"What are you crying about?"

Sierra: "John the Cracker Man stole my tin. By the way you might find it in the yellow recycling bin with the aluminum."

Tony: "I'm on it!"
(Runs off screen past the camera)

SCENE MOVES TO OUTSIDE

John: "Now that I have this awesome can with the metal seam down the side, I can eat the crackers inside!"
(Looks inside the can. Finds no crackers. Throws can on the ground)

Chris: (Enters scene. Speaks to John)
"Did you just throw that can on the ground?"

John: "Yeah. So?!?"

Sierra: (Enters scene. Picks up steel can from the ground.)
"Hey, that's my steel!"
(Exits scene)

SCENE MOVES TO INSIDE

Chris, John, Tony, and Sierra are lined up facing the camera.

John is tied to a chair.

Tony is holding the yellow recycling bin.

Sierra has the steel can.

Everyone: “You want to be hip, you want to be cool, remember to recycle your aluminum and steel!”

Sierra: (Drops the steel can in the bin)

Tony: (Holding the yellow bin)

“This message has been brought to you by Mrs. Serpa’s 5th grade class and the NDEP”

John: (Leans over to Tony)

“All rights reserved”

FADE OUT

Solid Waste and Recycling Curriculum
Project PSA

Name:_____

Lesson 1

This is Your Brain...

Date:_____

Teacher Copy – For scoring the PSAs

This is Your Brain...-- PSA Rubric

	0	Needs Work 1	Approaching Expectations 2	Meets Expectations 3
Subject	PSA does not cover assigned topic.			PSA covers assigned topic.
Call to action	PSA does not call audience to action			PSA calls audience to action
Hook	PSA does not have hook.	PSA has hook that does not relate to topic		PSA has hook that relates to topic
Dialog & Stage Direction	Missing dialog or stage direction	Some spoken lines are identified by speaker. Some stage direction and location are written in parenthesis.	Some spoken lines are identified by speaker. All stage direction and location are written in parenthesis OR All spoken lines are identified by speaker. Some stage direction and location are written in parenthesis	All spoken lines are identified by speaker. All stage direction and location are written in parenthesis.
Recycling Facts	Contains no facts about assigned topic.		Contains 1 fact about assigned topic.	Contains 2 or more facts about assigned topic.

Solid Waste and Recycling Curriculum

Project PSA

Name: _____

Lesson 1

This is Your Brain...

Date: _____

This is Your Brain...-- PSA Rubric

	0	Needs Work 1	Approaching Expectations 2	Meets Expectations 3
Organization And Preparedness	Team does not have PSA written by day assigned. Team is not ready to film on day assigned.		Team does not have PSA written by day assigned. Team is ready to film on day assigned. OR Team has PSA written by day assigned. Team is not ready to film on day assigned.	Team has PSA written by day assigned. Team is ready to film on day assigned.
Attitude	Often is publicly critical of the project or the work of other members of the group. Often has a negative attitude about the task(s).	Occasionally is publicly critical of the project or the work of other members of the group. Usually has a positive attitude about the task(s).	Rarely is publicly critical of the project or the work of others. Often has a positive attitude about the task(s).	Never is publicly critical of the project or the work of others. Always has a positive attitude about the task(s).
Working with Others	Rarely listens to, shares with, and supports the efforts of others. Often is not a good team player.	Often listens to, shares with, and supports the efforts of others, but sometimes is not a good team member.	Usually listens to, shares with, and supports the efforts of others. Does not cause "waves" in the group.	Almost always listens to, shares with, and supports the efforts of others. Tries to keep people working well together.
Time-management	Rarely gets things done by the deadlines because of this person's inadequate time management.	Tends to procrastinate, but always gets things done by the deadlines.	Usually uses time well throughout the project, but may have procrastinated on one thing.	Routinely uses time well throughout the project to ensure things get done on time.
Focus on the task	Rarely focuses on the task and what needs to be done. Lets others do the work.	Focuses on the task and what needs to be done some of the time. Other group members must sometimes nag, prod, and remind to keep this person on-task.	Focuses on the task and what needs to be done most of the time. Other group members can count on this person.	Consistently stays focused on the task and what needs to be done. Very self-directed.

Solid Waste and Recycling Curriculum
Project PSA

Name: _____

Lesson 1

This is Your Brain...

Date: _____

This is Your Brain...-- PSA Rubric

	SCORE
Subject	
Call to action	
Hook	
Dialog & Stage Direction	
Organization And Preparedness	
Attitude	
Working with Others	
Time-management	
Focus on the task	

Total points earned:	Total possible: 27	Percent:
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Solid Waste and Recycling Curriculum

Project PSA

Name:_____

Lesson 1

This is Your Brain...

Date:_____

Objectives: I will apply information acquired in previous class periods to write a public service announcement.

Key Points in Writing Your PSA

Language should be simple and vivid.

Contain a call to action.

Contain a hook.

A hook is a phrase that is used to help the public remember the message you are trying to get across.

Examples are:

“This is your brain. This is your brain on drugs. Any Questions?”

“A mind is a terrible thing to waste.”

“You could learn a lot from a dummy.”

Focus on two facts about your subject.

The script should contain:

Subject

Hook

Cast

Props

Dialog + stage direction

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This is Your Brain...-- PSA Rubric

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Project PSA

Name: _____

Lesson 1

This is Your Brain...

Date: _____

Steel Can Thief

Subject:

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Chris: (Pays for items, collects them, and moves off screen)

John: (Runs in from off screen to the clerk's table)
"Give me that steel!"
(Grabs a steel can and runs off screen toward the camera)

Sierra: (Visibly upset)

Tony: (Dramatic entrance in super hero cape)
"What are you crying about?"

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This is Your Brain...

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Tony: “I’m on it!”

(Runs off screen past the camera)

SCENE MOVES TO OUTSIDE

John: “Now that I have this awesome can with the metal seam down the side, I can eat the crackers inside!”

(Looks inside the can. Finds no crackers. Throws can on the ground)

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“Hey, that’s my steel!”

(Exits scene)

SCENE MOVES TO INSIDE

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John is tied to a chair.

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Sierra: (Drops the steel can in the bin)

Tony: (Holding the yellow bin)

“This message has been brought to you by Mrs. Serpa’s 5th grade class and the NDEP”

John: (Leans over to Tony)

“All rights reserved”

FADE OUT

Solid Waste and Recycling Curriculum
Project PSA

Name:_____

Lesson 1

This is Your Brain...

Date:_____

Writing My PSA DRAFT 1

Subject:

Important Facts:

Group Members (cast):

Costumes & Props:

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Project PSA

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This is Your Brain...

Date:_____

Writing My PSA DRAFT 1

Dialog and Stage Direction:

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Project PSA

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Date:_____